

sam collins

senior product designer

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Seven years of experience in building bleeding edge products and brands that consumers love. My creative edge thrives when bridging connections that span physical and digital spaces, and thinking about how designed experiences impact real human emotion.

skills

product design: 0-1 • user research • design systems • problem solving • usability testing • prototyping • iOS/Android
development: Claude • React Native • split experimentation • Agile methodology • handoff documentation
art direction: interaction design • cross-functional collaboration • design leadership • product marketing • campaigns

work experience



Senior Product Designer - Free to Play at *PrizePicks*

(09/2024) - Present

I lead the design of PrizePicks' "Free2Play contest" ecosystem — crafting fast, fun, culturally-driven mini-games that turn casual fans into active players. Collaborating closely with engineering and marketing, I've scaled tentpole event launches into an always-on engagement engine, driving 2.1M+ unique contest participants and ~49% conversion into paid fantasy gameplay.



Creative Director at *The Den*

(10/2023) - (10/2024)

I defined the initial user experience and brand voice for an app developed with a group of friends, aimed at revolutionizing the consumption and sharing of skateboarding content. Dubbed the 'Netflix of the skate community,' The Den has generated over 19,000,000 downloads across various platforms.



Product Designer – Sports Data & Gaming at *USA Today*

(07/2022) – (08/2024)

I led design for USA Today's sports ecosystem, partnering with product and engineering to ship an interactive sports book experience and a new sports-specific design system that improved live data visualization and consistency across web and mobile.



Product Designer at *Mythic*

(08/2021) – (06/2022)

I spearheaded product design at this creative agency catered to early-stage startups, B2C marketplaces and e-commerce brands poised for market entry.



Web & UX Developer at *Summit*

(06/2019) – (07/2021)

I contributed to the design, launch, and configuration of full-stack websites and ticketing systems for power-five NCAA programs, helping generate multi-million-dollar fundraising revenue.

education

University of North Carolina at Chapel Hill (2015 – 2019)

Bachelor of Arts in Graphic Design & Editing, Minor in Computer Science